

**SOUTHEASTERN MICHIGAN HIV/AIDS COUNCIL  
(SEMHAC)**

MEDIA/MARKETING COMMITTEE MEETING

Detroit Health Department

420C

Wednesday, March 11, 2004

**AGENDA**

Call to Order

Moment of Silence

Welcome/Introduction

Acceptance of Minutes

Objectives

- To complete the SWOT Analysis and begin the 2004 work plan
- To develop timeline/action plan for BET Film Competition

New Business:

BET Film competition – “A Call To Action”

Old Business:

Media Marketing Work Plan

Public Education Campaign/Comprehensive Plan

Current Events:

- National Black Church Week of Prayer for the Healing of AIDS (March 7-13)
- NAACP Freedom Weekend (April 23-25)
- World AIDS Day (December 1)

SWOT Analysis

Announcements

Next Meeting Date April 14, 2004 (second Wednesday)

Adjournment